

ALL IN THE FAMILY



Sarah Child

For years women have fringed and complained about their images as seen through the eyes of Madison Avenue — and rightfully so. For the most part the female in commercials has been made to look like a household drudge, neurotic about her family's health, the shine on her end tables and the ring around her husband's collars.

That image has been changing — slowly — primarily because the sponsors find it is economically wise to do so rather than any grand gesture toward female dignity.

Now it may be time for the male to begin complaining about his portrayal in the sponsors' vignettes. The American male in commercials for products ranging from water softeners to air fresheners to dishwashing detergents comes off as one of the silliest creatures imaginable.

One of the stupidest of men is the cloddish "Herb" in the *Air-freshener Room*. Herb let his bellicose wife confuse him with the term "air conditioner," applying the term to the little bottle in some of the more recent commercials. Herb seems to have been straightened out but an even dumber male friend now is seen speculating as to the size of the "very small motor" in the bottle.

The husband in the new Kellogg's Special commercial must also be cited for not being quite with it. He stumbles down to breakfast and can't recall what it is he wanted to remember this morning. We learn he wants to remember to take his vitamins and his wife shoves the box of cereal at him.

The dum dum who is invited to dinner at his girlfriend's house and tells her he wishes she may always look as ravishing as her table obviously is laboring under some sort of fetish. I am not sure the commercial shouldn't be banned on those grounds.

The dingbats in the fabric softener commercials who compliment their wives by telling them they "put so much love in everything

they do" and then eyeball the baby's diapers are obviously going to have trouble communicating with their spouses once the kid is in long pants.

And the guy who wants to know how his wife keeps her hands so soft as five members of the family stand around washing and wiping one plate is clearly going to try to convince his wife that a CB radio is a better investment for the whole family than a dishwasher.

The oaf who awakens his wife to tell her he has a stuffed up head and can't sleep and then, after being administered to, dozes off to leave her wide-eyed is without any redeeming grace.

And it seems the supermarket managers would long ago have revolted at the tissue protector image of Mr. Whipple.

The above products are in the domain of the housewife. But men don't fare that well in masculine product messages either.

Shaving products have traditionally shown men being slapped (thanks, I needed that), being nicked unmercifully by a dull blade (ouch, ouch, ouch!) or caressed with sandpaper (scratch, scratch).

Men's underwear ads have been worse. Little purple and green men touted one brand and a cretin telling an elevator full of people he felt "great down under" was spokesman for another. These are but a few examples.

Clearly, it is time for a male rights movement to get under way!

Anglican-Roman Group Calls Second Annual Meet

The second annual Anglican-Roman Catholic Conference of clergymen in the two Rochester dioceses will be held March 30 at Sacred Heart Cathedral and

the neighboring Episcopal Church of the Ascension. The Rt. Rev. Arthur A. Vogel, bishop of the Episcopal Diocese of West Missouri, will be the principal speaker.

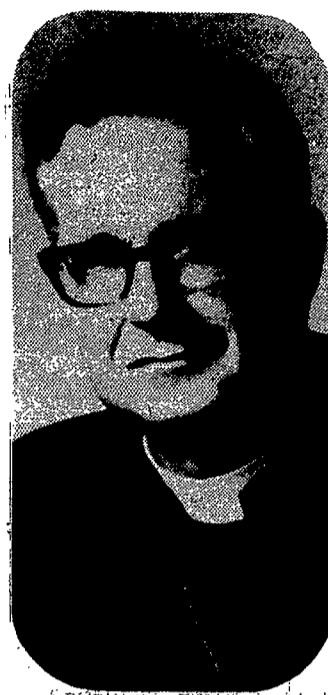
Spears, Episcopal bishop. The area ARC committee is headed by the ecumenical leaders in the two dioceses — Sister Kathleen Kircher, SSJ, and Mrs. Isabel Calkins. The Rev. Jasper Pennington of St. Bernard's Seminary is coordinator.

Bishop Vogel is chairman of the Episcopal bishops' Committee on Ecumenical Relations, a member of the International Anglican-Roman Catholic Consultation and co-chairman of the consultation in the United States. He is a former professor of theology and the author of many books.

The Rochester conference was started last year by Bishop Joseph L. Hogan and the Rt. Rev. Robert R.

CHARISMATIC MASS

The Rochester Catholic Charismatic Renewal Coordinating Center will have a Charismatic Mass on Friday, March 11, at 7:30 p.m. Father Paul J. McCabe will be the celebrant and homilist.



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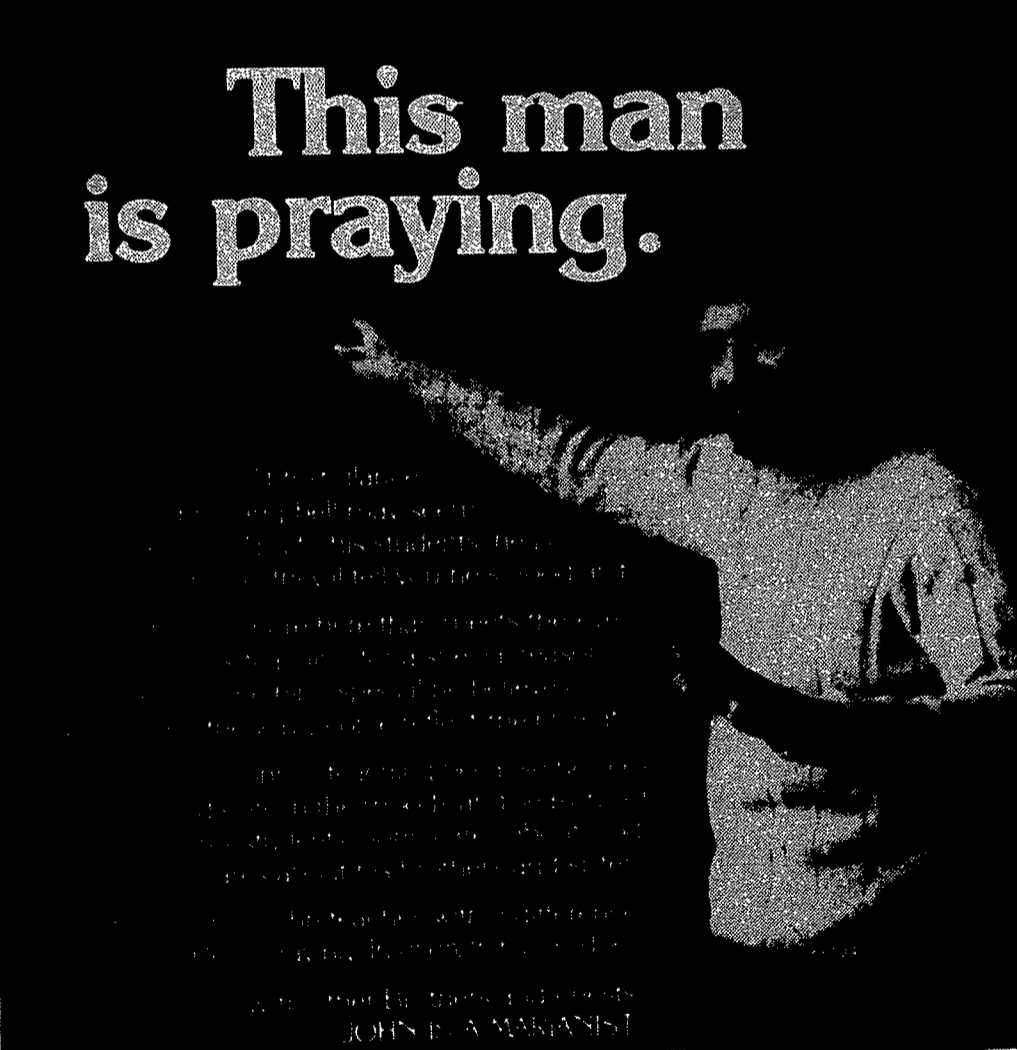
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